Learning Management Systems and the Learning Management Maturity Model

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THINQ Vision

To empower organizations and individuals to improve performance and value in a Knowledge-based Society

At the end of this session, you will understand. . .

- What is a Learning Management System (LMS)
- Why organizations purchase an LMS
- How does an LMS fit into organizational effectiveness strategies
- Customers and credentials

Why do Organizations invest in Learning?

- **Knowledge economy** – where the competitive capability of a company is directly related to the value of the knowledge possessed by its employees

- **Accelerating pace of change** – guarantees that much of that knowledge is increasingly perishable

Corporations that align and implement their e-learning according to their strategic goals meet those goals at least 80% of the time.

- David Forman (1998) "Return on Training"
  (In Gordon, Edwards "Investing in Human Capital, the Case for Measuring Training ROI." Corporate University Review, 2000)

How Does an LMS Deliver Value to Customers?

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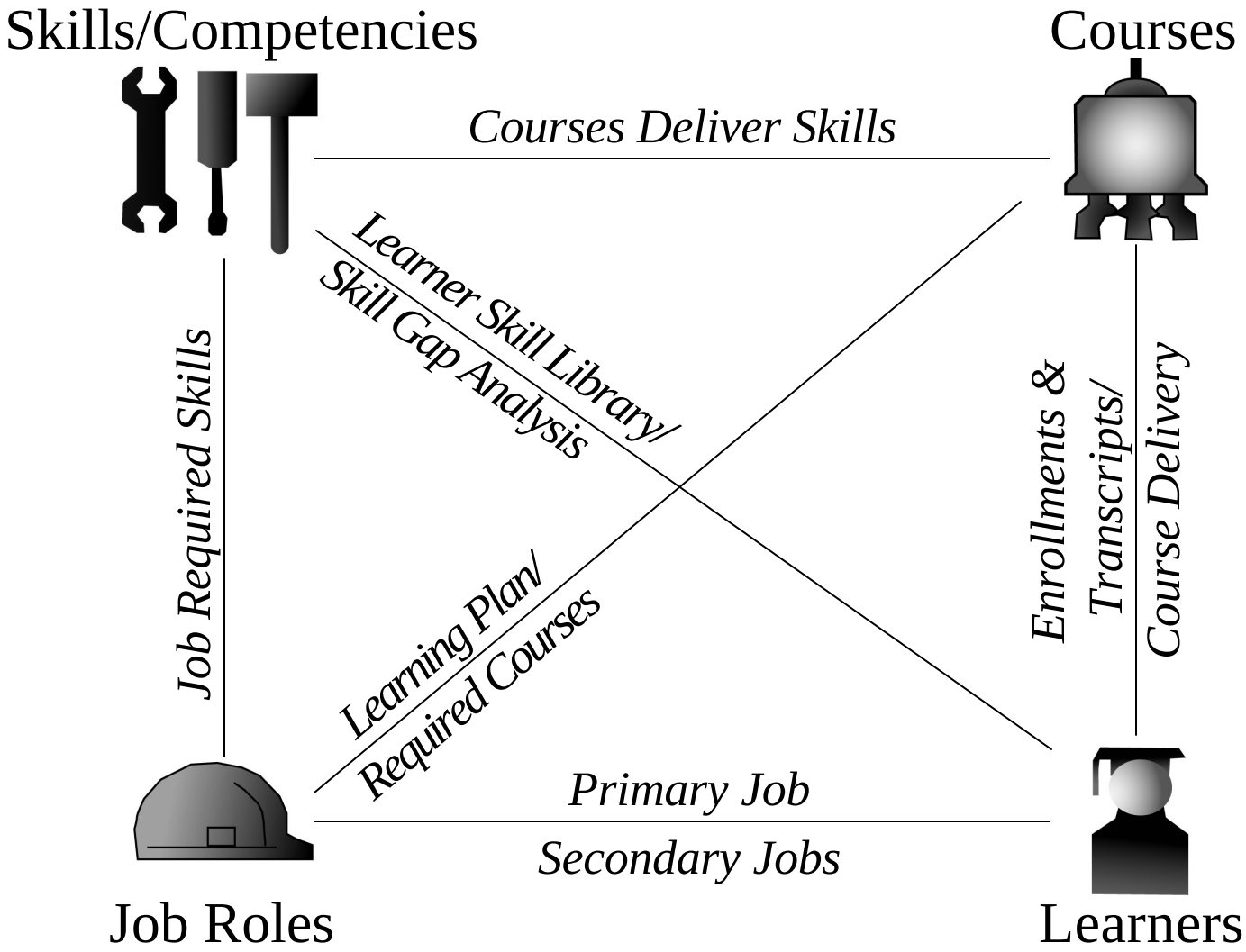
- Automation of training administrative processes
- Support of transition from traditional instructor-led training to electronically and/or web-based deliveries
- Facilitation of process efficiencies via common software platform
- Enablement of strategic business performance improvements, including:
  - Time-to-market for new product releases
  - Time-to-competency for new hires and new partners
  - Enhanced organizational flexibility/ responsiveness to risks and opportunities

What Does an LMS Do?



What are the Components of an LMS?

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Functionality

Training Administration	Learner Management	Content Integration	Reporting Engine
•Instructor/Resource Management •Job/employee profiles •Curriculum management •Registration •Billing	• Self-Service • Learner/Job Profiles • Competency Mgmt. • Skills Gap Analysis	• Curriculum Assembly • Launch & Track • Ability to Handle Multiple Providers and Authoring Tools	• Expenses • Students • Instructors • Departments • Utilization • ROI • Performance

"…suites of tools that deliver or help deliver the right course or content to the right students at the right time in the right format."

- Learning Management Systems: The 2000 Magic Quadrant
Clark Aldrich, Gartner Group

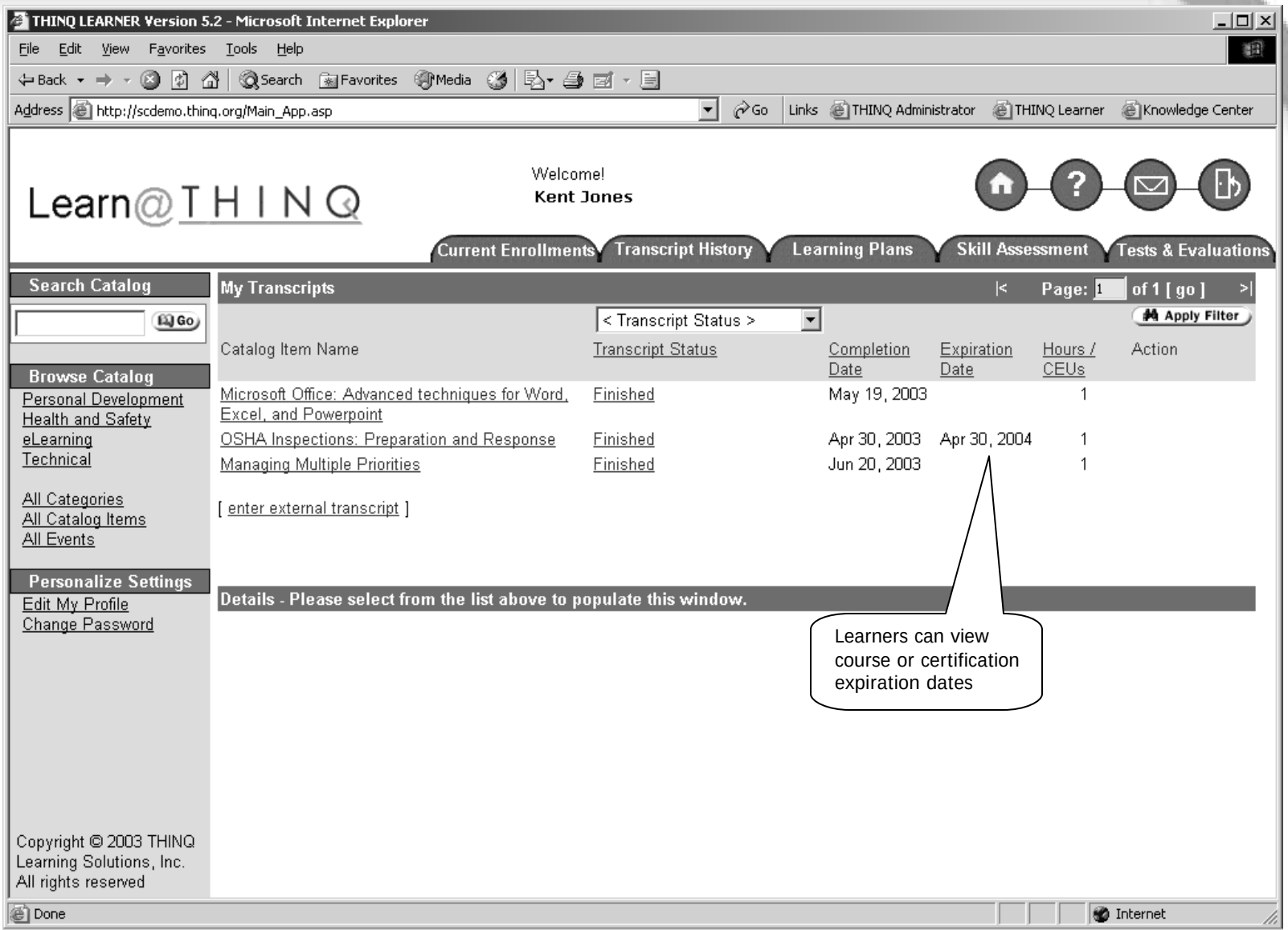
Manages, Tracks and Deploys all Learning across the extended Enterprise

Manages Resources, Content, and Learners across the extended Enterprise

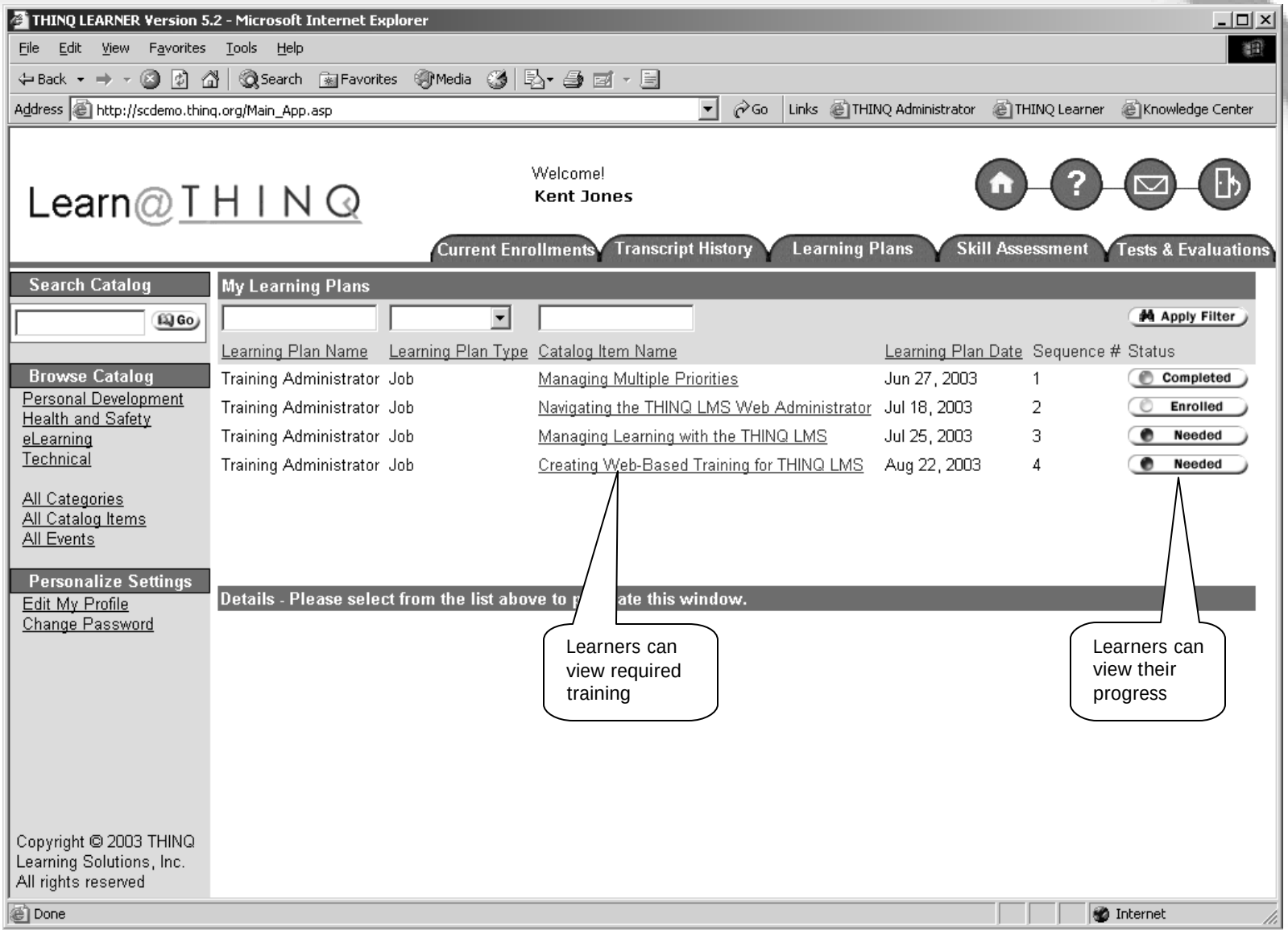
Learner Interface

Course Catalog

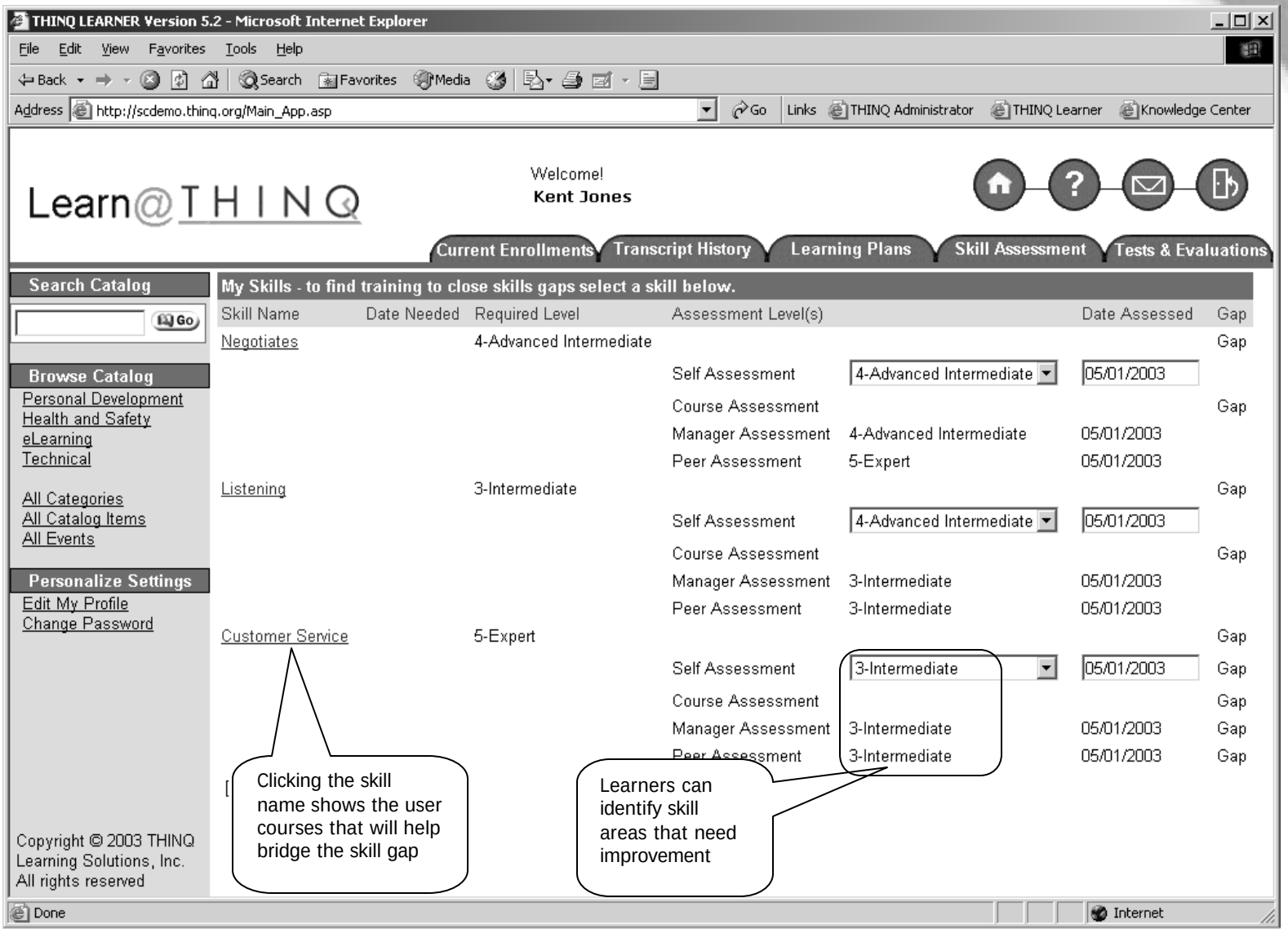
Transcripts



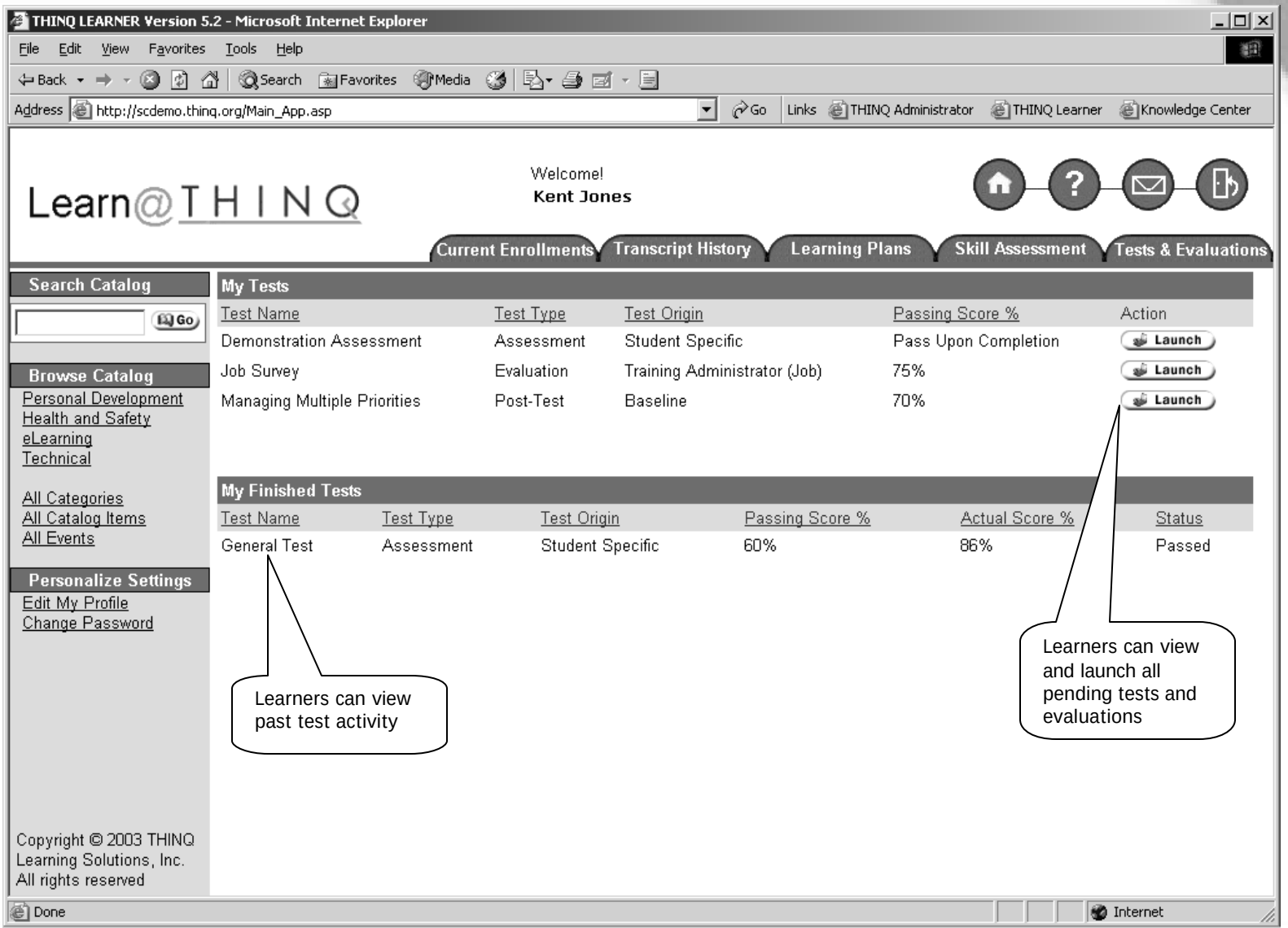
Learning Plans



Skills Gap Analysis

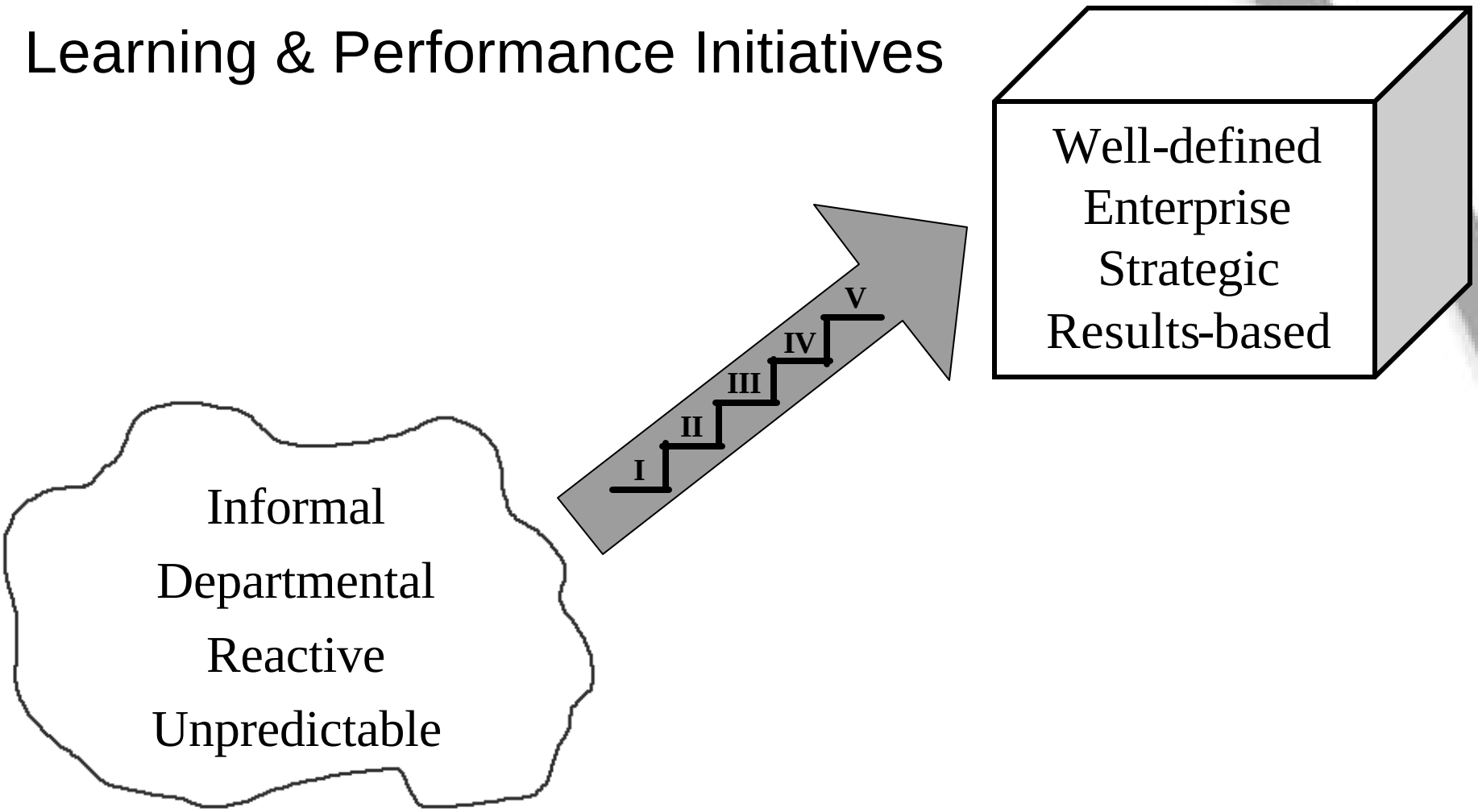


Testing and Assessment

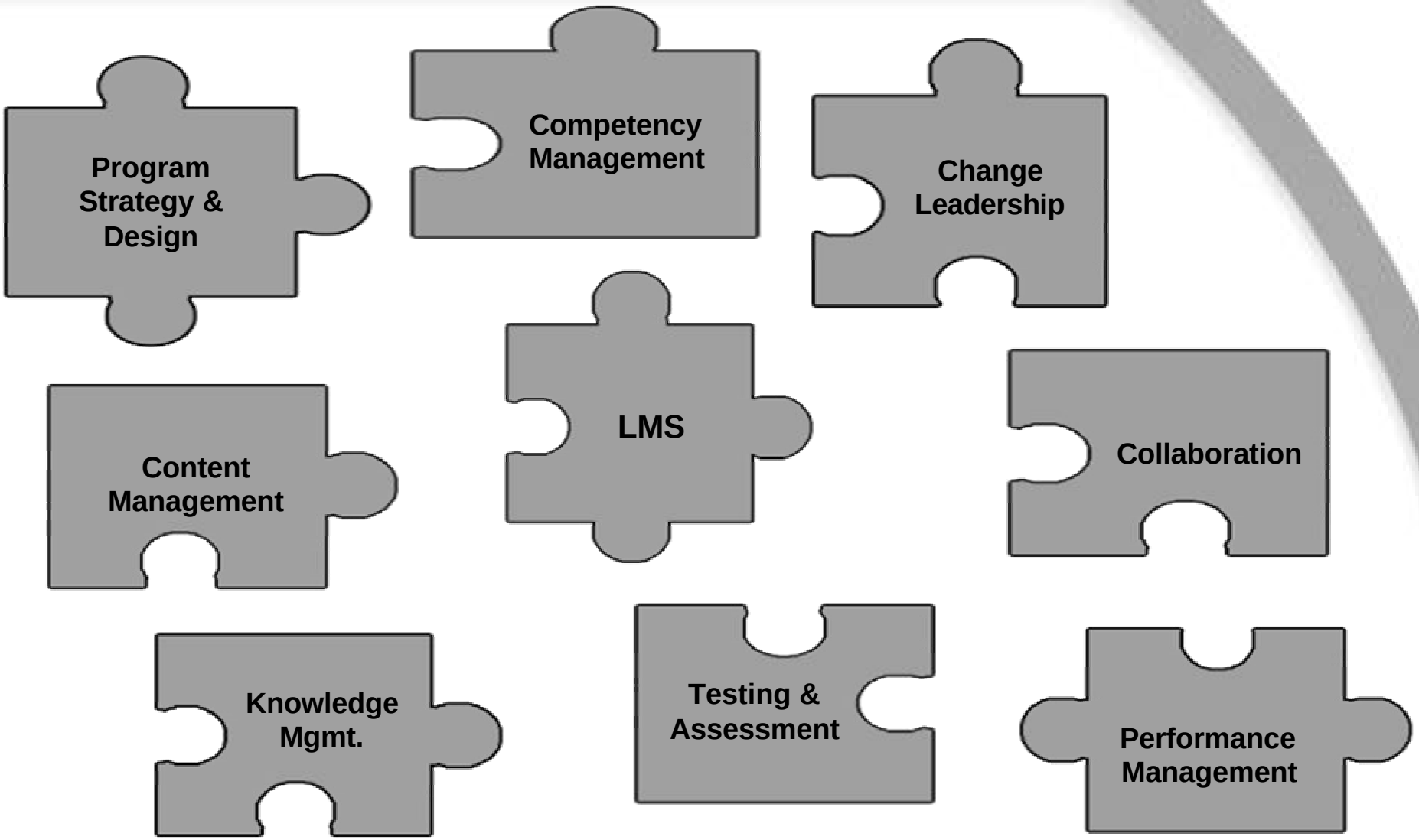


Transforming your organization

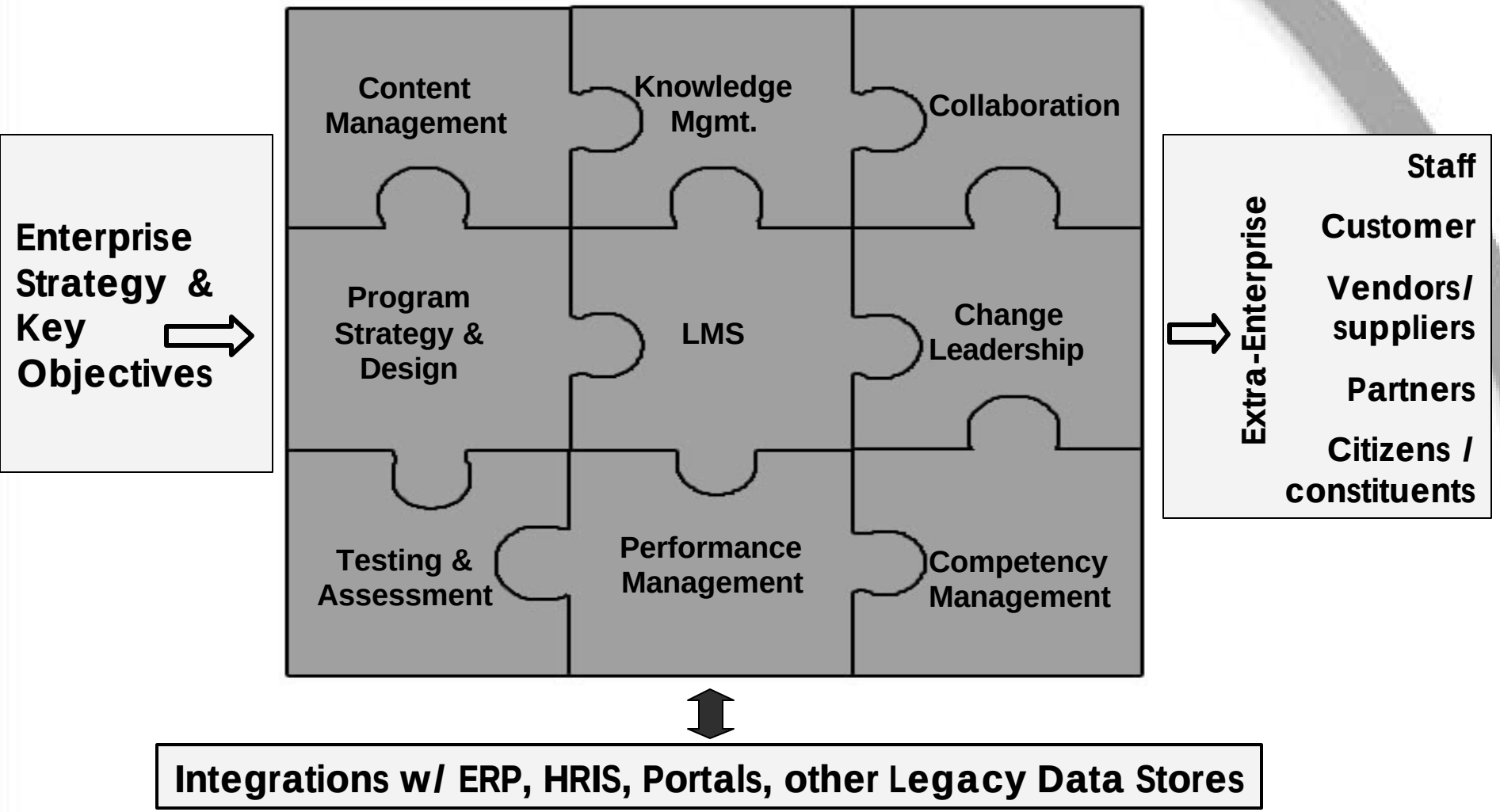
Learning & Performance Initiatives



Technologies and related pieces



LM3: Bringing the pieces together



Alignment with ROI:
ROI tools remain crucial, variable expressions by LM3 stage, by vertical

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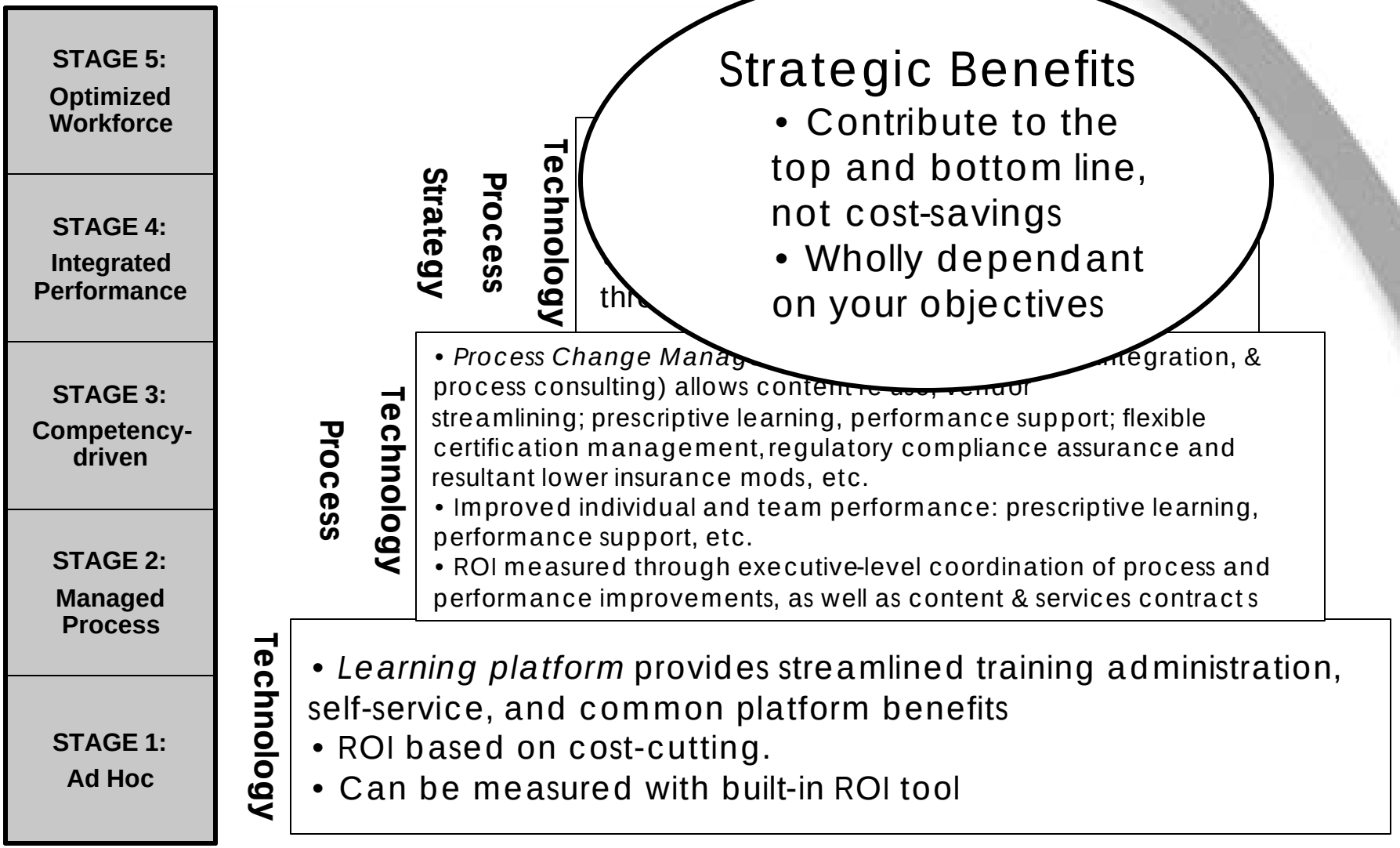

Stage I: Ad hoc

Key
- Not Happening
- Partially Engaged
- Fully Engaged

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Corporate Strategy & Key Business Objectives ⇨

Content Mgmt ▪ Authoring tools ▪ COTS providers ▪ Third party developers ▪ LCMS & CMS & DMS ▪ Services	**Knowledge Mgmt** ▪ Repository mgmt ▪ Workflows ▪ Electronic performance support systems ▪ Advanced search-and- navigation	**Collaboration** ▪ Virtual classrooms ▪ Blended learning ▪ Mentoring ▪ Discussions & chat ▪ Online Meetings
Program Strategy & Design (Services)	**LMS** ▪ Catalog admin. ▪ Event scheduling ▪ Compliance mgmt ▪ Job development ▪ Resource mgmt ▪ Skills & competency enablement	**Change Leadership** (Services)
Testing & Assessment ▪ Kirkpatrick evals ▪ Pre- & post-testing ▪ 360 ° feedback	**Performance Mgmt** ▪ Goal mgmt ▪ Performance evals ▪ Talent mgmt ▪ Succession planning	**Competency Mgmt** ▪ Skills libraries ▪ Competency maps ▪ Development plans ▪ Services ▪ Enablement tools

⇨ **Extra-Enterprise**
- **Staff**
- **Customer**
- **Distributors/ suppliers**
- **Partners**
- **Citizens / constituents**

⇕

Integrations w/ ERP, HRIS, Portals, other Legacy Data Stores

Stage II: Managed

Key
- Not Happening
- Partially Engaged
- Fully Engaged

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LEARNING THAT POWERS BUSINESS

Corporate Strategy & Key Business Objectives ⇨

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Customer

Distributors/ suppliers

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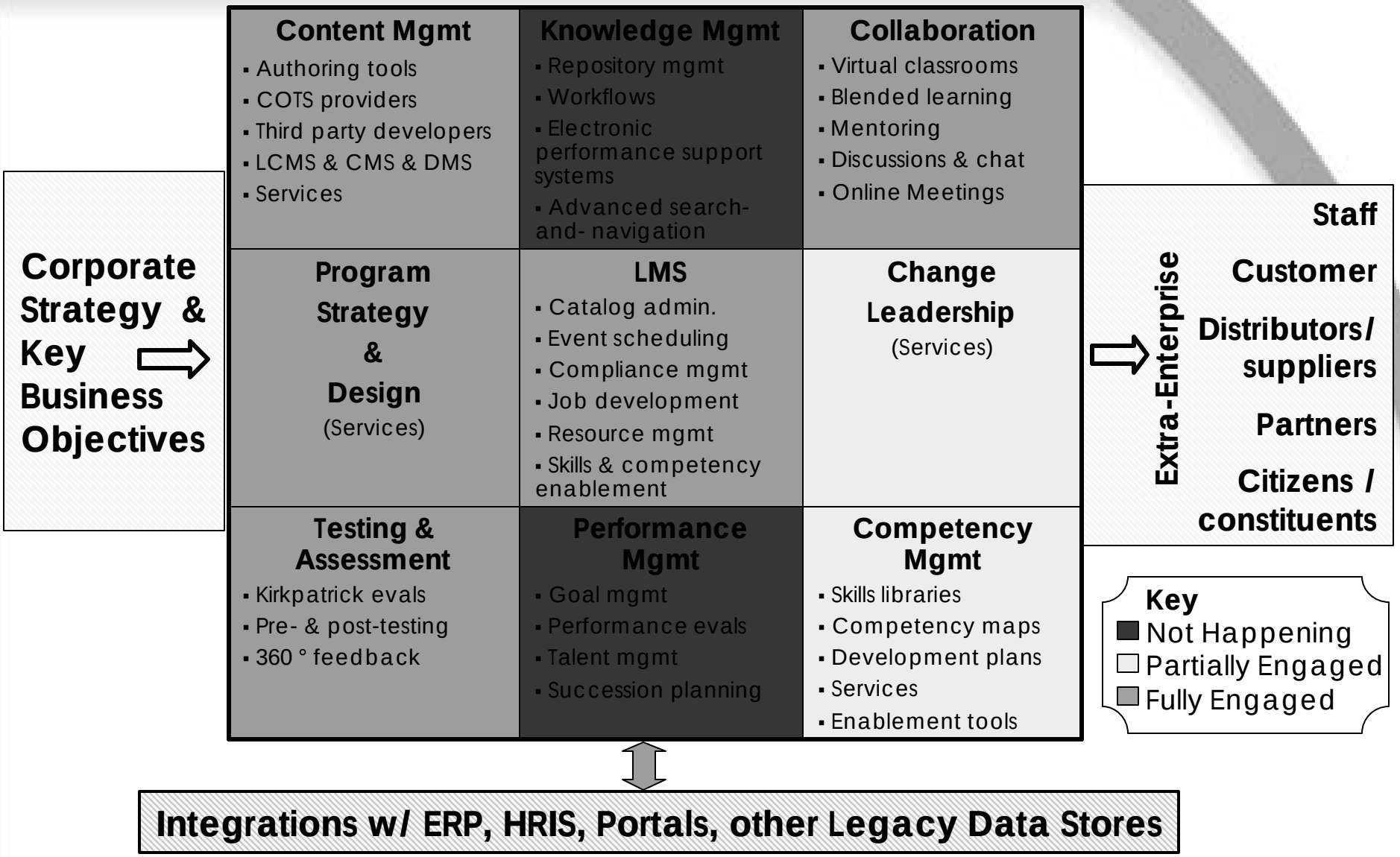
Stage III: Competency-driven



Stage IV: Integrated

Key
- Not Happening
- Partially Engaged
- Fully Engaged

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Corporate Strategy & Key Business Objectives ⇨

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Customer

Distributors/ suppliers

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Integrations w/ ERP, HRIS, Portals, other Legacy Data Stores

Stage V: Optimized

Key
- Not Happening
- Partially Engaged
- Fully Engaged

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Corporate Strategy & Key Business Objectives ⇨

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Integrations w/ ERP, HRIS, Portals, other Legacy Data Stores

LM3: Stages of Technology Maturity

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Key
- Not Happening
- Partially Engaged
- Fully Engaged

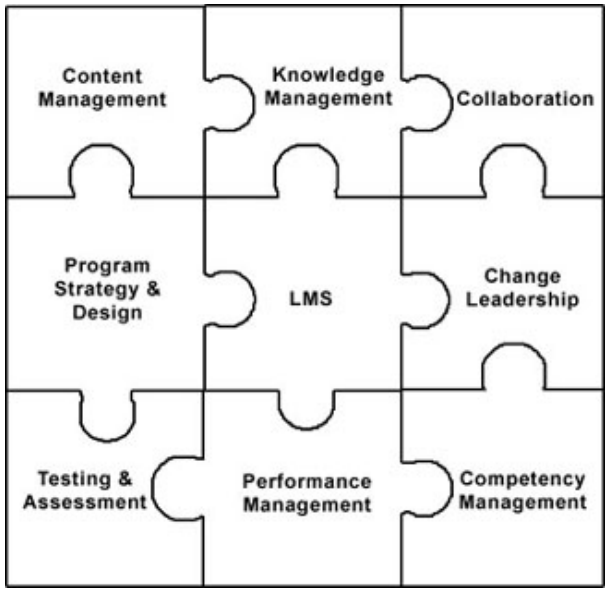
Optimized Workforce (V)

Integrated Performance (IV)

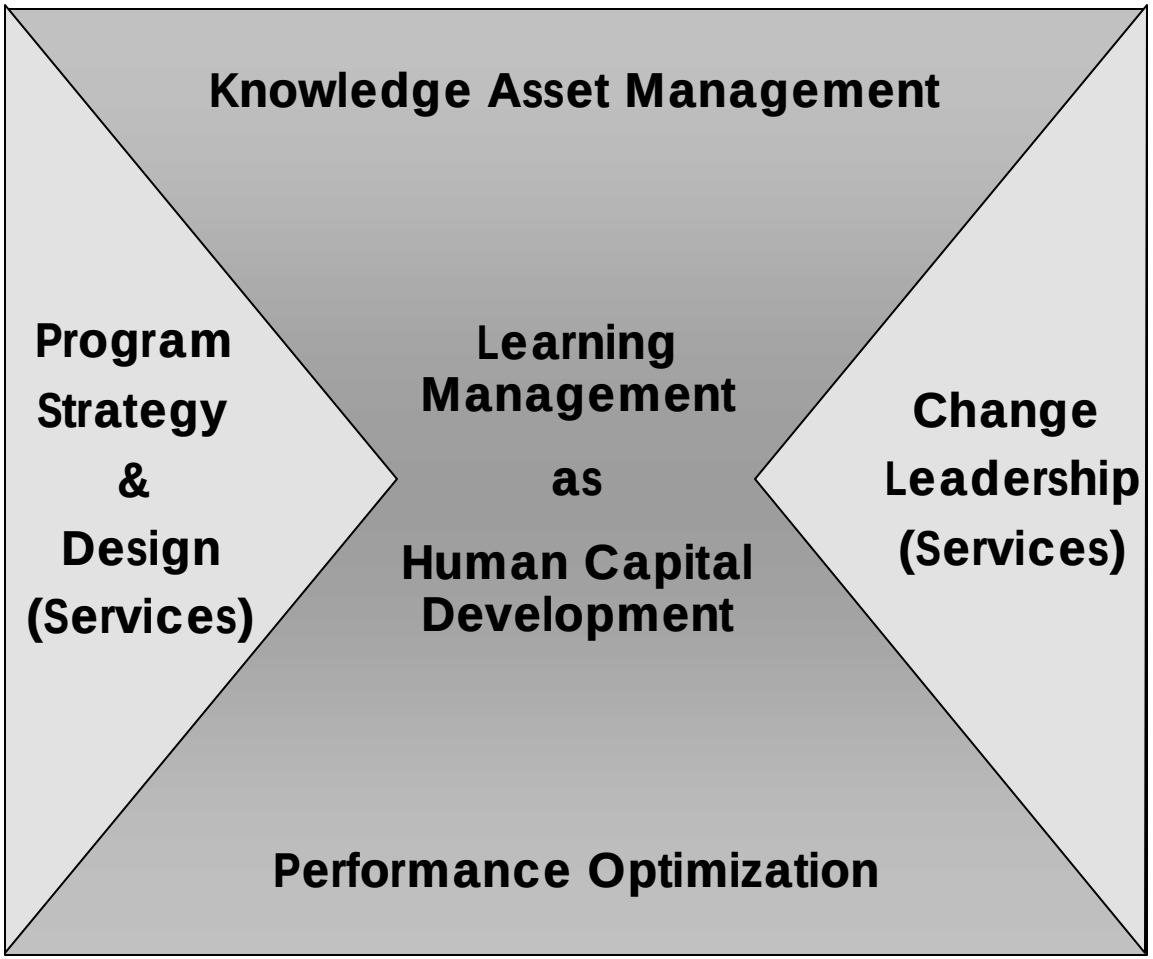
Competency-driven (III)

Managed Learning (II)

Ad hoc (I)



A View of Industry Consolidation: Tomorrow



How does THINQ deliver value to these customers?

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BOEING
Forever New Frontiers

- Progressed from pilot project to over 185,000 live users in more than 60 countries
- Software infrastructure has penetrated management as well as employees on the manufacturing floor

citigroup

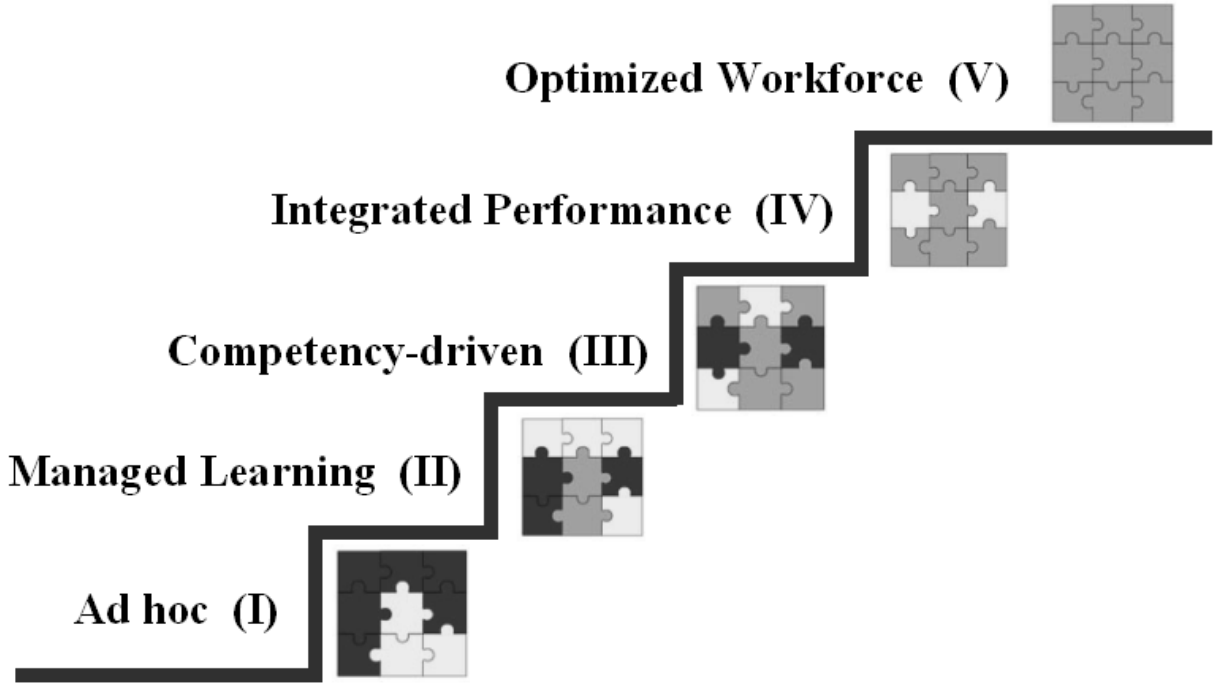
- Extremely scalable, global implementation with over 200,000 users across 102 countries
- Five year relationship history spanning multiple implementations and evolutionary product cycles

US NAVY

- Largest LMS implementation to date
- Phased project rollout eventually reaching over 1.2 million users - first phase was live in 5 weeks
- Scalable across many geographies and user interfaces

LOCKHEED MARTIN

- Centralizing 47 different LMS systems onto one for 43 business units - 140,000 live users in 56 countries
- Expects to save $6 million over first 5 years and $3 million per year, every year thereafter

Discussion & Questions

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